

# Thought of the Day: WWE And Marketing

Get used to this idea with the Network coming. WWE is known for pounding ideas into our heads over and over and over on Raw and Smackdown. Be it the App, whatever TV show they're hyping up or any product of the week, you're going to hear about it every five minutes at worst. Here's the thing: that's a very smart move and exactly what WWE should be doing. As annoying as it is to fans who watch all the time, I would be shocked if any regular viewer of WWE programming couldn't rattle off complete details of whatever WWE is hyping at the moment.

On the other hand, look at TNA. How many things have they had (Video Vault, Xplosion etc) that were never talked about? Those are ideas that could bring in revenue to the company but instead we're treated to Tenay and Tazz being "witty." WWE pounds ideas into our heads and it's a big reason why they're as big as they are.